

DRAM

DRAM Module Market Tracker

By Clifford Leimbach, Analyst

Forecast**Frequency, Time Period**

- 5-year forecast

Measures

- Sales
- Shipments

Regions, Markets

- Americas
- EMEA
- China
- Rest of Asia-Pacific
- Japan

Detail Level

- By application
- By module technology
- By module density

Applications/Products Covered

- PC
- Mainframe servers
- Enterprise servers
- Workstations
- Upgrade modules

Technologies Covered

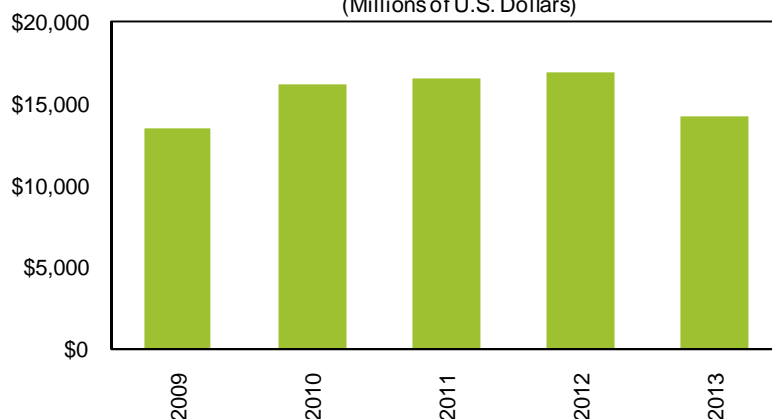
- SDRAM
- DDR
- DDR2
- DDR3
- Registered DIMM
- SODIMM
- Unbuffered DIMM
- Fully Buffered DIMM

A shortage of DDR3 continues to adversely affect some module makers.

Generally, we are seeing DRAM suppliers giving top priority for DDR3 chips to OEM PC manufacturers rather than third-party upgrade module manufacturers. While some third parties have stronger ties to the DRAM makers than others and have been able to procure chips, others are finding themselves on the short end of the stick.

The general transition to DDR3 among major DRAM producers continues, joined by the cyclical fall-off in demand in early 2010 will help to ease the availability of DDR3 chips for all third-party module manufacturers. Whereas now, only module makers with strong ties to major DRAM producers and makers of price-inelastic products are able to procure DDR3.

Worldwide Module Revenue
(Millions of U.S. Dollars)

**Key Issues Addressed:**

- How will the DRAM market develop in the next five years?
- How large is the module market and what has changed to make it a substantial business in the past few years?
- What is the regional DRAM module market split in the U.S., EMEA, China, Japan and rest of Asia Pacific?
- What are the dynamics of PC replacement and upgrade cycles?
- Who are the major third party DRAM suppliers and how will they perform financially?
- What are the challenges and opportunities for this market in the short and long term?

Applicable To:

- PC OEMs
 - Procurement
- DRAM suppliers
 - Marketing
- DRAM Module manufacturer
 - Sales
 - Marketing
- AMB / Register suppliers
 - Marketing
 - Planning
- Semiconductor equipment firms
 - Marketing
- Packaging & testing companies
 - Marketing
- Financial services

Lead Analyst**Clifford Leimbach, Analyst**

Clifford is responsible for providing research, analysis, and forecasting of DRAM and NAND memory from the demand side. His duties also include analyzing the DRAM upgrade module.

Clifford holds a Masters of Arts in Economics from University of Southern California (USC) and a Bachelor of Arts in Economics from University of Utah.

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